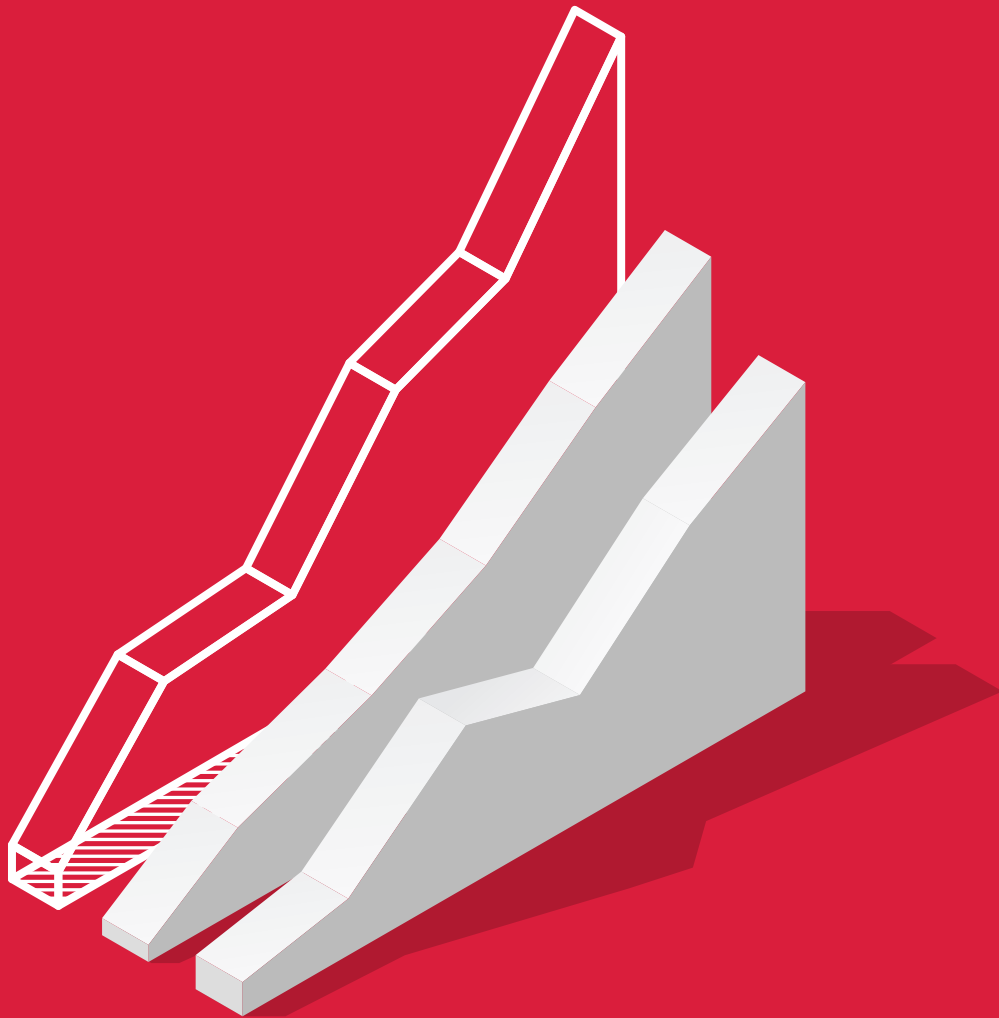




CASE STUDY



AlignAlytics
Insights Fit For Action



**Bigstep Provides
Mission-Critical Performance
for Advanced Analytics**



Sustaining Performance and Growth with Analytics

AlignAlytics needed both the control of on-premises environments and the flexibility of the cloud, in order to ramp up development on their cutting-edge analytics solutions. Bigstep's big data application ecosystem running on a high-performance bare-metal infrastructure met their requirements, providing AlignAlytics' developers and data scientists with the architectural robustness needed to focus on what truly matters: the development of analytics solutions for the 21st century.

About AlignAlytics

AlignAlytics provides "fit for purpose" analytics solutions, precisely tailored to support specific decision making processes.

With decades of experience in developing customers' capabilities in overcoming data and analytical challenges – in areas such as sales performance, supply chain, pricing and operations – AlignAlytics' solutions have earned a great reputation on account of their intellectual rigor, customer focus, agility, speed, and ease of implementation.

Technology-Driven Value Creation

The disruptive digital revolution is creating uncertainty, but this same technology that is disrupting the global business landscape can be used to compete and advance. A culture of analytical and technological expertise powers AlignAlytics to boost commercial value creation through:

- Enhanced Operational Performance
- Accelerated Growth & Innovation



Alytic, an AlignAlytics Application

Alytic helps simplify exploring big data and presenting insights, stories and actions.



- Data and application hosted in the cloud
- Presentations automatically updated with regular data feeds
- Create custom visualizations with d3.js
- Explore data with simple to use online pivot tables
- Explore geo-data with a customizable interactive map
- Create beautiful data-driven presentations
- Share presentations with team / clients

**The Need for
Uncompromising
Cloud Performance**

In order to fulfil the analysis requirements and deliver the best results, AlignAlytics moved away from traditional SQL and into the realm of unstructured data, where Elasticsearch proved to be the best-suited solution. As the data size and complexity of the queries increased, it became clear that both infrastructure and software orchestration mattered, and they needed to ensure the best performing setup for running their Elasticsearch clusters.

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Many of the solutions we offer in Alytic are dependent on Elasticsearch. The performance and flexibility of Bigstep Metal Cloud enabled us to optimally run our Elasticsearch clusters.

The quality and promptness of Bigstep's support exceeded our expectations, so we decided to migrate more of our operations on Bigstep Metal Cloud. It provides the control that we have over on-premises deployments, with all the benefits of the cloud, allowing us to easily scale and experiment with new big data technologies.

John Kiernander,
AlignAlytics IT Manager

**AlignAlytics
Turns to the Cloud
for Performance
and Scalability**

Alytic is crucial to AlignAlytics' work, since, to facilitate discovery of actionable insights, they have to be able to visually interact with data in a variety of ways. Alytic enables them to achieve this with optimal narrative flow and visualization design.

As analysis became more complex and AlignAlytics dealt with larger and larger volumes of data, the need to move onsite storage and computing to the cloud became increasingly pressing.

Our Solution:

The Power and Privacy of Bare Metal with the Flexibility of the Cloud

Bigstep Metal Cloud makes it very easy to build and operate big data systems, by tightly integrating major big data applications and running them on a high-performance, fully scalable and dynamic bare-metal cloud.

Through the Control Center – Bigstep’s intuitive interface – AlignAlytics’ data scientists were able to easily design and deploy their big data architecture in minutes, literally. Every software and hardware component was ready to be deployed, scaled, and connected to a data source, as Bigstep Metal Cloud completely automates and orchestrates the following platform operations:

- Software and infrastructure integration
- Deployment and scaling
- Configuration and tuning
- Dependency management
- Application interconnection
- Upgrade management

In a nutshell, this is how Bigstep Metal Cloud brings everything together on a fully automated big data cloud for the 21st century. In real-world scenarios, it takes the headache out of operations with built-in intelligence.

Elasticsearch on Bigstep Metal Cloud



Elasticsearch is a distributed search and analytics engine based on Apache Lucene. It enables ultra-fast search within datasets and delivers actionable insights in real time, from almost any type of structured or unstructured data source.

It only takes a few clicks in the Control Center or a call via the API to setup an Elasticsearch cluster on Bigstep Metal Cloud:

- The platform optimizes the software configuration for the instance types selected.
- The OS and orchestration layer is configured to provide improved performance.
- Elasticsearch automatically scales with the size of the underlying Infrastructure.
- Modern big data apps will readily integrate with the Elasticsearch architecture.

**AlignAlytics and
Bigstep Metal Cloud**

Powerful analytics solutions such as Alytic need a robust and reliable environment in order to scale and provide insights in an effective manner for data-driven organizations.

AlignAlytics data scientists use Bigstep Metal Cloud mainly to run and freely scale high-performance Elasticsearch clusters. By choosing to do so, they also save the company days and days of DevOps time and adjacent costs and effort usually associated with on-premises deployments.

AlignAlytics applications bring advanced analytics to the fingertips of decision-makers. The apps are built to handle the complexity of modern data sources and are seamlessly embedded into customer workflows and business processes. Ultimately, what makes Bigstep and AlignAlytics a successful match is the common goal of enabling insight-driven organizations to cut through the clutter of complex big data endeavors and effectively leverage their data.

